Cordon.

BY CROWD APPLAUDED.

Youngster Pulled Girl on Back and Towed Her Until Help Arrived.

The hero of Woodland and Midland Beaches to-day is eight-year-old Jack Sennott, who is spending the summer in the little camp-city between the two Staten Island beaches with his parents. Their New York residence is at No. 526 West One Hundred and Forty-seventh Jack disobeyed his father's orders yes.

terday afternoon, and to this disobedience Miss Marie Cordon, nineteen years, who is also a resident of the camp-city, owes her life. Miss Cordon can't swim, and for the past few weeks has been practising with swimming wings. Yesterday afternoon she venshe had reached a point about 300 from the beach, the wings slipped from under her arms.

The girl was way beyond her depth when the accident happened and she shricked with fright. The beach was growded with men and women, who heard her screams. People ran to and fre along the sand shouting, "A woman is drowning a woman is drowning," but not one of them attempted to go to

Jack, though he had been ordered not to go into the water alone, was on the beach front in a bathing suit, the usual garb of the campers, and when he Seard the outcries of the people on shore and saw Miss Cordon splashing about frantically he rushed into the water and began awimming toward her with a powerful overhand stroke.

The boy fairly flew across the inter-Cordon she was still splashing about to un effort to keep from sinking. Jack tried to get at her at once, but her arms kept beating the water, so that he did not dare approach her too closely. He watched his chance, suddenly ducked, caught hold of one of her hands, and quick as a jiffy had pulled her over on her back. Still holding to her hand, he threw himself on his back, and began towing her in toward the

This was the hardest part of the job that he had cut out for himself, and he was getting winded when Charles

King, one of the life guards, who had and Jerusalem. This is not the first been up the beach when Miss Cordon time there has been complaint on the began calling for help, got to them. Kingdom of shortage of provisions. King relieved Jack of his burden and towed the girl in, while the boy swam toward the shore, making sure that he would land at a point away from the

They found him about half an hour later behind the family tent, and bustly engaged in wringing out his wet bath-ing suit. He blushed, and stood first on

Lungs Declared Sound-Life Insurance Granted.

Little Jack Sennott Swam 300

Feet to Rescue Miss

In suit. He blushed, and stood first on one foot and then on the other, while his admirers told him the many nice things they feit he was. His only reply was: "Gee, I hope you won't tell daddy about it. He told me not to go in swimmin' alone."

In suit. He blushed, and stood first on the Gentlement, "On the evening of Man in the his hemorrhages from the right lung. My behavior and the property of the presuments developed. Any decider told me my jeft lung had also before affect of the swimmin' alone."

The blushed, and stood first on the Gentlement, "On the evening of Man in the property of the standing of Man in the property of the property of the standing of Man in the property of the prope Holy Gheaters Fed at Sea.

The vessel, which the Norwegian steamer Antares, arriving at Norfolk, Va., on July 25, supplied with food, was the Kingdom, the bark of the Rev.
Frank W. Sandford, head of the Holy Ghost and Us Society of Shijoh, Me., for sadditional evidence, Philadelphia, Pa. for additional evidence.

"Best Values at the Lowest Prices" 121st Street Iuly Clearance Sales—Special Thursday

> Women's & Misses' Linen and Foulard Dresses 1.95 Foulards, linens, and chambray dresses, buttoned front or back; pointed or square seilor collars; combination trimmed buttoned front with seilor collar of embroidery; also fancy striped ginghams with waist of all over embroidery, as picture; sizes 14 to 44. Former prices \$2.98 to \$4.98.

Women's & Misses' 2.95
Linen Dresses

Made from a guaranteed Irish linen in women's and misses' sizes, 14 to 44. Pointed or square sailor collar, inlaid with combination silk finish poplin; skirt has the loose panel back and trimmed with buttons; girdle top in four models. nodels. Other stores ask \$4.98.

Women's & Misses' 97c

Sailor collar linen coat dresses; combination bottom panel back; kimono sleeves; large sailor collar of fancy striped percale, with buttons and four-in-hand tie; cuffs and piping to match collar; latest effect girdle skirt; tan and blue only. Regular price \$1.98.

Women's Coats & Dusters Semi-fitted linen coats, combination sailor collar and cuffs; pockets and jewel buttone; also loose linen dusters, mannish collar; broken sizes. 1.29 Women's Dress Skirts

Russin calf, gunmetal and pat. leather also black and tan vici; all widths; sizes 2 ½ to 8; reg. 1.19

Women's Silk Hose Black or tan; deep garter top; high spliced heel and toe; all sizes; 25c

Men's Underwear Check nainsook Athletic Shirts, coat model; knee drawers to match 19c

Women's Underwear 200 doz. samples of extra size ribbed A silk mixed pure mohair; the loose pants to match; usep in 190 pants front and back finished with small buttons. Reg. price 1.85

Women's Dress Skirt.

pants to match; usep in 190 pants to match; u vests; sleeves or sleeveless; pants to match; deep lace trimmed; worth 25 up ..... 15c

Women's Shetland Veils Fine quality mesh, white only: 25c

ATLANTIC CITY

**NEW YORK** 

ASBURY PARK

## ROSENBAUM & CO. 10 & 12 WEST 23 PP STREET

**CLOSING OUT** 

Every Pongee Silk Coat In Stock

Prior to Regular Inventory

7.50 Values up to \$45.00



### Special Sale Men's Hose

Fancy Striped Lisle. Value 50c per pair, at \$2.00 per half dozen.

French Lisle, in the newest effects, also plain colors with Clocks. Value \$1.50, 1.75 & 2.00, at \$1.00 per pair. \$5.75 per half dozen.

Pure Silk Half-Hose, in Black and plain colors. Value \$1.50, 2.00 & 2.50, at \$1.00 per pair.

Attention is directed to our regular stock in Pure Silk, also Lisle, in Black and Colors, at 50c per pair. \$5.75 per dozen.

James McCutcheon & Co. 5th Ave. & 34th St., Waldorf-Astoria

World Wants Work Wonders.

# Hair Goods

All-Gray Hair Switches, \$2.29.

This lot includes 24, 22 and 20-inch switches; valued at 86.00, \$5.00 and \$4.00. \$5 Hair Switches at \$1.98.

Switches, in assorted colors; val-ued as high as \$5.00. Puffs, \$1.50. in clusters of 30 and 20 in a set.

Pulls, in clusters, various grades, at prices up 12.00

We Do First-class Hairdressing, Manieuring, Massaging, Face and Scalp Treatments. Ex Simpson Crawford Co., M Floor,

Every Suit bears the imprint of up-to-date designing and skilful tailoring—the characteristic swing and air that is known the world over as "New Yorky."

To the Dressy Young Business Man of New York City this is the most interesting and important clothing proposition he will meet with during the entire season. Sale of Trousers! Every man needs extra trousers, especially in summer. This special lot includes all the amartest effects of the day—for business, dress or outing.

the day—for business, dress or outing. The \$3.95 to \$5 Trousers you can buy to morrow at.
The \$6 to \$7.50 Trousers you can buy to-SIMPSON CRAWFORD CO., SIXTH AVENUE, 19TH TO 20TH ST., NEW YORK CITY

It makes little difference what you need---a World "Want" will go and get it.

## New York's Handsomest and Coolest Restaurant, on Our Eighth Floor-Popular Prices O 32 Years Leaders Of Fashion 1)

To-Morrow-A Most Extraordinary Sale of 5,000 Pairs Women's Silk Gloves at 34c a Pair

Unquestionably the Most Important Event of the Kind A TYPICAL Simpson Crawford Store event. We are particularly eager to have every woman who reads this attend this sale to-morrow. We want them to fully realize its

Bear in mind that you are not being offered ordinary slik gloves at an ordinary price, but very superior and extremely popular trade-mark slik gloves at a price that is distinctly different from that usually asked for

this quality. There are no better known silk gloves in the United States. They are extensively advertised in the magazines, newspapers and weekly periodicals.

Certain trade conditions make it possible for us to sell them at a lowered price.

These Gloves are made in the 2-clasp style for long sleeves, and are in such colorings as may be worn with any Summer frock you may wear. Permit us to suggest early 34 c

Also Women's Silk Finished White Lisle Gloves at, Pair, 34c.

This is a part of the big special purchase described in the foregoing, and equally wonderful bargains. We do not mention their value as we prefer to surprise you. These Gloves are made for elbow sleeves and are in the popular mousquetairs style.

Women's Silk Gloves, Pair, 59c. These are in black only. Made for elbow sleeves and in mousquetaire style. Women's 20-Button Length Silk Gloves,

Pair, \$1.00.

Exceptionally excellent value. The woman about to go on her annual jaunt to seaside or country will certainly want a supply of these Gloves. Milanese White. Double flager tipped.

Women's Silk Gloves, Pair, 49c. In such colors as best match prevailing Summer dresses. For elbow sleeves. Mousquetaire style. Women's Elbow-Length Glace Gloves, Pair. \$1.69.

These are in black or white and in the always-wanted Mousquetaire style. On sale to-morrow at a price that is about one-third less than the price usually asked.

EF Simpson Crawford Co. Main Floor. (EFOn Sale To-Merrow.)

## Once More We Will Sell Women's '10 \$5 to '15 Silk Dresses and Wash Frocks at

ONE of those rare opportunities that present the smartest Summer styles at bargain prices right at the height of the season; styles that the most particular women are wearing in every fashionable Summer resort.

Several manufacturers who were willing to sustain a loss on their surplus stocks and samples of Summer Dresses, in order to get an early start with Fall orders, practically gave us these Dresses; they more than sacrificed profits.

For \$10 to \$15 Silk Summer Dresses Foulard and messaline, in attractive striped and bordered patterns, also of pongee and serge silk; all are effectively trimmed in the smartest effects.

For \$10 to \$15 Summer Dresses

Fancy figured and flowered swisses, cotton foulards and voiles, tissues, lingerie, etc., in the most delightful patterns, atripes and plaids, pretty colorings.

New Models in round neck, lace yoke and fichu effects, beautifully trimmed with lace insertion, bows, fancy buttons,

Women's Smart Tub Frocks at \$3.95 Made of soft, sheer, dainty Summer Materials, white grounds with beautiful floral figures, dots, stripes, etc., etc.; also in plain colors. The styles are the most representative midsummer fashions. Usually 85 to \$6.75.

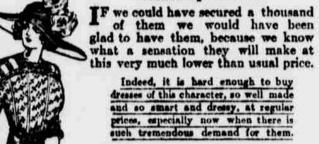
Women's Dainty Summer Dresses at \$2.95 Pretty lawns and dimittee in some of the most attractive styles of the season.
Usually \$5.95 and \$5.06.

EF Simpson Crawford Co. EF Third Floor. (EFOR Sale Te-Morrow.)

### July Clearance: Silk Hosiery

Women's Imported Pure Thread Silk Hosiery, 85c
Sheer gauze weight, full regular made, high spliced heels, lisls soles and
deep lisle garter tops; black and all fashionable shades; made to sell for \$1.35.
Men's Pure Silk Haif Hose, 25c
Sheer gauze weight; seamless; lisle toes and beels; black and tan; slightly
imperfect; regularly 50c.
ET Simpson Grawford Co. ET Main Floor. (ET On Sale To-Morrow.)

#### Misses' Dainty Lingerie Dresses. Special at \$3.95 Values up to \$7.50



One More Chance to Buy Men's

They are made of beautiful allover batiste, embroidery and Val. laces. Some are all white, some white ground, with embroidery in dainty pastel shades, such as rose, light blue, cadet, helio and black. A special feature of these dresses is their excellent fit and workmanship \*3.95

Special Lot of Girls' Pretty Lawn and Percale Dresses at 85c

Clever little dresses in some entirely new effects, with the new sleeves; also other designs in plain materials con-trasting with fancy fabrics. All good colors and very dressy models. Sizes 6 to 14 years, but in every size in each style EF Simpson Crawford Co., Third Floor -On Sale To-mo

Fine Suits made of madras, ginghams, percales, ducks, etc. In all the popular colors and styles. Wonderful assortment for little fellows from 3 to 10 years. ErSimpson Crawford Co., Second Floor-On Sale Now. THE PLANT Plenty of all sizes for slim.

July Clearance:

500 More

Boys' \$1 to \$1.50

Wash Suits at 77c

Simpson Crawford

MADE up expressly for

Co. after our purchase of odd

They are exactly the same

suits as we have sold earlier in the season at \$1.00 to \$1.50,

only there are not so many

of each style as we would

like. But that is why you can buy them at this sale

The Best Washable

Materials Are Used

price.

suit lengths of materials.



Preliminary Announcement!

NEW YORK'S COOLEST RESTAURANT ON OUR 6TH FLOOR

Simpson Crawford Company, Beginning Next Monday and Continuing Until August 31

Prices Will Be Quoted With the Definite Purpose of Making This Event the Greatest Success in the History of Sixth Avenue's Foremost Store.

Furniture Sale

The Preliminary Exposition Is Now Ready Our Entire Stock of August Furniture Sale Specials will be on display to-day (Wednesday). Thursday, Priday and Saturday morning. Each piece will be tagged with the special August sale price. Our salesmen will be glad to show you around and take your order in advance of the throngs that will be here next Monday.

#### OUR FURNITURE CLUB-MONTHLY PAYMENT CLUB PLAN

It is a common practice of many furniture stores to refuse to sell their ADVERTISING LEADERS to customers purchasing on the MONTHLY PAYMENT PLAN. No such discrimination is practised at Simpson Crawfords. Anybody purchasing a fair quantity of our other furniture will be entitled to share in the ADVERTISING LEADERS. The amount necessary to purchase depends entirely on the number of LEADERS desired, and will be left to the discretion of our Furniture Dept. If you need \$25 or \$500 worth of goods from any of our Homefitting Depts, you are invited to select them during the August Sale and pay for them by the month.

This plan will appeal particularly to young married people, to those soon to be married and who are already planning to furnish a house or apartment entirely or in part, and to proprietors of hotels, boarding and furnished room houses.

August Furniture Sale—Advance Special Here Is A Most Remarkable Special In Rockers There are only 500 of the Rockers at the

There are only 500 of the Rockers at the price quoted below especially for this occasion.

On sale To-day. Thursday. Friday. Saturday and Monday.
It is an exceptional \$10.30 value, richly upholstered, well made and guaranteed to be the acme of comfort. The frame is not nailed together, but holted—iron bolts and nuts.

This is the only store in New York that this Parker Advertising it.

that has this Rocker. Advertising it in advance of our regular announcement which will appear next Sunday, is, of course, an invitation for other stores to compete. If any other store quotes a price as low or lower on a rocker similar in appearance it is a misrepresentation pure and simple, because, as we have said, this is the only store in town \$6.95

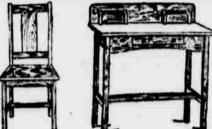
EF Simpson Crawford Co. Fifth Floor August Furniture Sale—Advance Special This \$50 Solid Mahogany \$95 Parlor Suit, 3 Pieces for



\$50 Solid Mahogany Parlor Suit, with all-hair cushions, on sale To-day, Thursday, Friday, Saturday and

Just an introductory feature, and to give you an idea what them at the extremely attractive price indicated.

August Furniture Sale—Advance Special This 3-Piece Mission Den Set of Solid Oak in Early English Finish



Some stores would ask almost as much for one piece as we ask for the entire SET. Many will eagerly avail themselves of the opportunity to get this advance special offering To-day. Thursday, Friday, Saturday and Monday at \$4.95.



August Furniture Sale—Advance Special
This \$10 Solid Mahogany Rocker at \$3.95

This is another proof of this store's powerful value giving, and it will unquestionably attract your most favorable attention. 86.05 is what you save on this special during the exposition days-On Sale To-day, Thursday, Friday, Saturday and

And on Monday the Associated Sales of China, Glassware, Rugs, Curtains, Upholsteries and Pictures.

SIMPSON CRAWFORD CO., Sixth Ave., 19th to 20th St., New York

Four Weeks of O. HENRY STORIES

The Best Short Stories by America's Best Short Story Writer Will 'Appear in the Evening

World During August. For several years the Evening World has run a summer series of O. HENRY stories. These series have been looked forward to eagerly by all readers as the Light Fiction treat of the year.

It will be good news to everyone to learn that the Evening World has secured a collection of the last and best of this great writer's stories and will print them daily in August.

O. HENRY received from \$500 to \$1,000 each for these stories. Every line in every one of them is keenly interesting. The sort of tales to make you forget a toothache or a lost job and to carry you past

Watch the Evening World for this splendid series